



# The Anchor

Potomac and Chesapeake Association for College Admission Counseling

## NACAC Assembly plans to tackle the size issue at St. Louis conference

*Jeffrey Smith, Past-President & Chief Assembly Delegate; St. Mary's College of Maryland*

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**Costs are a main reason that NACAC is looking into reducing the size of the assembly.**

**T**he NACAC Assembly, made up of elected delegates from the 23 affiliates, and the president cycle (president-elect, president, past president) of each affiliate will meet on Saturday, October 2, 2010, in St. Louis.

The delegates will be electing the new NACAC President and Board of Directors. We have one of our own, Evelyn White, who is running for NACAC President and will vote for three board directors from among a field of six candidates. There are also some language changes to the Statement of Principles of Good Practice that we will be voting on this year in St. Louis. The "big issue" this year will be the motion of the reduction of the size of the assembly. Currently, the NACAC assembly has 266 voting members, including the NACAC President (our own Jim Jump), the NACAC Board of Directors and delegates from the 23 NACAC affiliates. With that many people, it can take a while to get work done. NEACAC, the New England affiliate, made a motion a couple of years ago to have NACAC look at the size and see about the possibility of a reduction. We have grown as an assembly based on a formula that NACAC has developed, which is based on the number of NACAC

### PCACAC is lucky to be represented at the national level by the following members:

- Jayne Fonash**, Academy of Science, Loudoun County Public Schools
- Ali Gauch**, University of Mary Washington
- Anthony Ambroggi**, Randolph-Macon College
- Dale Bittinger**, University of Maryland Baltimore County
- Kelly Farmer**, Stevenson University
- Lou Hirsh**, University of Delaware
- Alan Liebrecht**, University of Charleston
- James Pennix**, Radford University
- Senem Ward**, University of Virginia
- Janifer Blair**, The Boys' Latin School of Maryland
- Mike Carter**, St. Stephens & St. Agnes School
- Judy Hingle**, Fairfax County Public Schools
- Paul Horgan**, Cape Henry Collegiate School
- Ben Rous**, Hampton Roads Academy
- Tevera Stith**, St. Paul's School for Girls
- Jake Talmage**, St. Paul's School for Boys
- Jeffrey Smith**, St. Mary's College of Maryland

members in our region. PCACAC is one of the larger affiliates, with a delegation of 17. Costs are a main reason that NACAC is looking into reducing the size of the assembly. Costs from the standpoint of NACAC and PCACAC would be reduced with a smaller number of delegates. There are some delegates who have their institution pay for their expenses to a national conference. Some delegates have their expenses covered by PCACAC. So not having as many delegates would be a cost savings to both

NACAC and PCACAC. Also, a smaller number of delegates could mean that the time spent in assembly time is shortened, which would give delegates more time to attend sessions, visit the exhibit hall, network, etc. NACAC has proposed a reduction of the assembly to 212 members. Now, what does that mean for PCACAC?

Glad you asked. If approved by the NACAC assembly, it will then become a motion at the NACAC

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# The President's Corner

Jayne C. Fonash, President, PCACAC; Academy of Science, Loudoun County Public Schools



**M**y friends who find themselves in careers outside the world of education and college admissions sometimes tell me during the summer months that they are secretly jealous of the cycle of our work, for in few other occupations do professionals have the opportunity to truly “start over” every year. While most corporations have yearly cycles, annual reports and balance sheets, we are uniquely privileged to renew our relationships each year with eager students and their families as they embark on varied stages of their road towards their goal of attaining a college education.

As we all return to our institutions to begin a new academic year, I would like to pause for a moment to recall our spring conference in Dover, where Patricia McGuire, President of Trinity Washington University, reminded us that “our job every day is to help these countless students to accomplish the dream of a lifetime ... to succeed in ways that will make it possible for them to make not only an impression, but an impact.” She concluded her remarks with a sentiment echoed by many college admissions professionals, that “we are all privileged to be part of the grace and goodness that comes with transforming lives for the better.” Her comments bear repetition as we energize ourselves and our colleagues for a new year.

For the affiliate leaders of NACAC, the year begins each summer at LDI, the Leadership Development Institute, where this year we were challenged to examine our responsibility as leaders for the health of our organizations three, five, and even ten years

from now. Behind the scenes, affiliate leaders develop strong bonds and close working relationships, share best practices, and brainstorm ideas for everything from professional development to fiscal health. Beyond preparing for the year that lies ahead of us, how do we anticipate the trends in counseling, college admission and enrollment management that will impact our membership as well as

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our students and their families in the years to come?

One of our invited speakers at LDI, futurist Dr. Peter Bishop from the University of Houston, led this discussion and encouraged us to begin with the end in mind. Google a list of futurists and you will find the names of some of the most “out of the box” thinkers of the past century, all individuals whose willingness to embrace future change has impacted our world. The urgent often drives out the unimportant, but somewhere there is a balance of providing the anchor to steady an organization through the work of the current year while looking forward to future needs.

PCACAC’s annual board retreat each June allows us the opportunity to do just that: to reflect on the state of our organization, assess the success of our efforts during the preceding year,

and modify our strategic plan as appropriate. Jeff Smith’s report in the previous issue of *The Anchor* brought our membership up to speed on the great work accomplished by the organization during the past year. Thanks to Jeff’s leadership PCACAC continues to be fiscally sound, our membership has grown, and our bonds with each other have grown stronger. As a board, we recognize that the steady growth in our membership calls for a re-examination of the Board’s process of work and decision-making in order to meet our expanding needs and goals.

The “future” focus of the June 2010 Board Retreat was to evaluate the extent to which the current board structure supports the ability of PCACAC leadership to accomplish our stated mission, which is “to support and advance college admissions professionals as they guide their institutions, students and families in an ethical manner.” The size of the Executive Board (33 members plus invited guests) often prohibits in-depth, strategic discussions. Meetings focus on the current work of PCACAC; only the yearly retreat allows for limited long-range planning. The structure of PCACAC committees with 11 standing committees/chairs/co-chairs creates silos with little communication among the chairs and limited or no joint program efforts. Delegates are encouraged to be active members of a committee of their choice, but sometimes have limited roles and are not as involved in the ongoing business of the association. All of this occurs at a time when PCACAC faces the challenge of building our committee structure and growing the next generation

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Editor: Joe Manning

We welcome your submissions. Material for the next issue is due Oct. 15 for a Dec. 1 publication. Articles, announcements and high-resolution photos may be sent to [manninjp@jmu.edu](mailto:manninjp@jmu.edu).

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## Size

Continued from Page 1.

general membership meeting and the entire NACAC membership will vote on it. If the NACAC membership passes the motion, our delegation will reduce in size from 17 delegates to 13 delegates. Is that necessarily a bad thing for PCACAC? I don't think so. I doubt that the reduction in our delegation will mean a "loss" of a voice in the assembly. PCACAC has always been pretty vocal when it needs to be about the issues. I think that has a lot to do with the leadership of PCACAC. We have always had good people, and good people get their voices heard if need be. There will be a cost savings to NACAC; sitting 212 members as opposed to 266 will reduce food and printings costs associated with the assembly. There will be a costs savings to either PCACAC or the institution that a delegate is from, in regards to travel expenses (depending on who pays for the delegate to attend to national conference). NACAC is looking for this motion to pass! The PCACAC assembly delegates will be meeting in September to go over this and other issues that will be coming up in the assembly. PCACAC members attending the NACAC national conference will be receiving more details from me as we get closer to the national conference via e-mail. ↴

of leaders in our organization and our profession.

With these concerns in mind, the Executive Board reviewed our current board structure and examined possible alternatives which would encourage growth in our leadership. How do we streamline board to allow for substantive discussion and planning while at the same time cultivating new leadership? How do we strengthen our committee structure, expectations and results? How do we collaborate across committees? How do we meet the goals for the year ahead while anticipating the landscape of 2015? Restructuring the board will create several levels of leadership and collaboration among committee chairs and delegates, facilitate dialogue and decision making about critical issues, and provide the structure for more robust committee work. The resulting proposal for a revised board structure will be presented at the PCACAC membership meeting in St. Louis and published in the Late Fall 2010 issue of *The Anchor*. When finalized, the new structure will require By-Law changes which will be published in the Spring 2011 issue of *The Anchor* and presented for a vote at the Spring 2011 conference. I look forward to presenting the proposed changes in the PCACAC Board structure to our membership in St. Louis and hope that you will support the Board in recognizing

these changes as crucial to the continued achievement of the PCACAC mission.

On a day-to-day note, many of you know that viruses and hackers have led us to struggle during

**Restructuring the board will create several levels of leadership and collaboration among committee chairs and delegates, facilitate dialogue and decision making about critical issues, and provide the structure for more robust committee work.**

the past year with the health of our website. We signed a contract in late May with Member Clicks and are moving forward with the development of our new website. Many thanks to Jeff and technology chair Amy Jarich for committing to this project and to PCACAC's Executive Assistant, Mary Layman, for holding our feet to the fire to accomplish this task this summer. The current PCACAC website will stay in place until we can transition to the new site in early fall.

In an economy unlike any we have seen in years and in our northernmost state, we gathered last spring in numbers equal to previous years, suggesting that the relationships among our members are strong enough to sustain us and bring us together even in the most trying times.

The generosity of time and effort of the conference planning committee members as well as the session presenters resulted in a successful and memorable conference. The evidence of that generosity continues, as I make my way through almost 70 email messages from members responding to the call for PCACAC committee volunteers in late June. By the numbers, this means that at least ten percent of our members have pledged to serve the organization this year. It is my hope that their response will motivate more of you to become involved in the work that supports our profession. Whether you would like to join Ali Gauch plan our return to Hunt Valley next April, help organize government relations efforts at the state or national level, or share new ideas for professional development, I promise that we will match your willingness to serve with a niche in the PCACAC organization.

See you in St. Louis! ↴

### Don't Be That Member



Did we meet at the PCACAC spring conference? Was that you during the Counselors' College Fair? Are you hoping to schedule a high school visit during the fall travel season? Are you that member? Find out by logging on to the PCACAC website and check out your profile. Uploading your favorite picture is an easy task that you control. Replace your avatar photo today and challenge your PCACAC colleagues to do the same.

# Ann Powell Mentoring Program announces its third class of participants

Michael Carter, Chair, Ann Powell Mentoring Program; St. Stephen's & St. Agnes School

**W**e were very happy to receive several nominations for the third class of the mentoring program, as well as, many volunteers to serve as mentors. After careful deliberation, the Ann Powell Mentoring Program is pleased to announce the members of its third class:

Participants in the third class were invited to attend this year's Summer Institute held on the campus of St. Mary's College of Maryland.

We were very fortunate to be able to extend the program to five "mentees" this year due to the fiscal responsibility and

financial health of PCACAC and the support of the Ann Powell Mentoring Program through such efforts as the silent auction held at the annual conference.

The ongoing success of the Ann Powell Mentoring Program as the third class begins is due to the tireless efforts of Arlene Ingram, who has chaired the committee. She has worked diligently over the past several years, with support from Jim Jump and the PCACAC leadership, to bring the program envisioned by Ann S. Powell into reality. Arlene retired at the conclusion of the 2010 school year and has turned over the responsibilities of Chair of the program to me, Michael Carter, Director of College Counseling, St. Stephen's & St. Agnes School, Alexandria, Virginia. As a mentor in the inaugural class of the Ann Powell Mentoring Program, and after serving as Co-Chair for the past year, I look forward to welcoming our participants. ↓

## Participants of the Third Class of Ann Powell Mentoring Program:

**Cynthia Coogan**, Guidance Counselor, McLean High School (VA)  
**Matthew S. Ganderson**, Guidance Counselor, Norfolk Public Schools (VA)  
**Shanna Houser**, Counselor, Center for Talented Youth at Johns Hopkins University (MD)  
**Maritza Velasquez**, Guidance Counselor, Don Bosco Cristo Rey High School (MD)  
**LaTrece Walden**, Admissions Counselor, Virginia State University (VA)

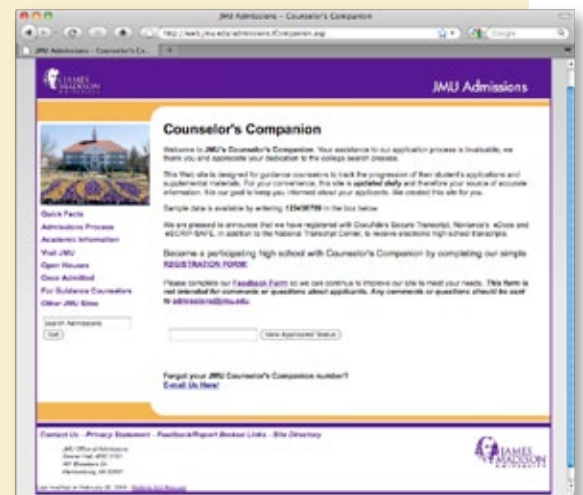
## Mentors for the Third Class of Ann Powell Mentoring Program:

**Carolyn Doyle**, Archmere Academy (DE) for Shanna Houser  
**Rich Edgar**, St. Mary's College of Maryland (MD) for LaTrece Walden  
**Kathleen Martin**, Wilmington Friends School (DE) for Maritza Velasquez  
**Renee Norden**, The Highland School (VA) for Cynthia Coogan  
**Alice Robertson**, Fairfax County Public Schools (VA) for Matthew Ganderson

# Counselor's Companion

More than 200 counselors use our online Counselor's Companion resource to monitor their students' applications to JMU. Join them!

And please help us spread the word about the following JMU test score policy change: In an effort to honor applicants' Score Choice and collect official test results, applicants to James Madison University are expected to submit SAT and/or ACT results electronically from the testing agency. A recent JMU school counselor survey indicated that eighty-seven percent currently expect their students to submit results electronically; sixty percent do not report scores in the transcript packet.



Sign up for Counselor's Companion...  
[web.jmu.edu/admissions/Companion.asp](http://web.jmu.edu/admissions/Companion.asp)



## Evelyn Boyd White nominated for NACAC President-Elect

*Jeffery E. Smith, President, PCACAC; St. Mary's College of Maryland*

The NACAC Nomination Committee is tasked with picking nominees for elected office at the national level. These candidates are voted on by the NACAC assembly during the national conference to serve on the NACAC Board of Directors.

PCACAC has had a number of people who have been elected to serve as national leaders. We are currently led by Jim Jump, who was elected NACAC President-Elect at the national conference in Seattle, and Jenifer Blair who ran as a Board of Director nominee at the most recent national conference in Baltimore. PCACAC will be again represented on the national level by the nomination of Evelyn Boyd White; Thomas Dale High School, VA who will run as a candidate for NACAC President-Elect. What is unique about Evelyn's run is that this is the first year that NACAC will have a single slate for the position of President-Elect.

As President of PCACAC, I had the honor of writing a recommendation letter for Evelyn as part of the supplemental procedures that candidates need to run for national office. As I was crafting the letter, I wondered why Evelyn would run. She told me that she loves the association. She received support from her high school administration and she said that she saw an opportunity there, so she wanted to take advantage of it. She also feels that being from a public high school, she wanted to



Evelyn has a tremendous amount of experience, which will serve her during her NACAC Presidential cycle.

show other public high schools that you can be a part of NACAC (and PCACAC), as well as be in a position of leadership and also to keep "public school issues" in the forefront at the national level.

Evelyn has a tremendous amount of experience, which will serve her during her NACAC Presidential cycle. She served as PCACAC Past-President, NACAC Board of Director member, Coordinator of the NACAC State & Regional President's Council (a position that works with the affiliate Presidents and President-Elects of the 23 affiliate regions of NACAC), and has years of service at the high school level as a school counselor. Evelyn has come a long way in regards to PCACAC and NACAC. Her first ever position she ran for in PCACAC was for a high school delegate. She did not win that election, but you can see she has come a long way since then. Congratulations Evelyn, on this accomplishment, on your years of service to PCACAC and NACAC, and for a successful run for NACAC President-Elect. ♡

### Movers and Shakers



Congratulations **Henry Broaddus** on your promotion to associate provost for enrollment and dean of admission at The College of William & Mary. Your admission colleagues are proud of you!

James Madison University is excited to welcome our new admission counselors **Jessica Brown, Sean Hart, Nicole Martorana, Kyle Regetz** and **Jamie Richards**.

After two years as counselor at Bishop Ireton High School, **Marie MacKenzie** has moved to Pennsylvania to be closer to her new granddaughter. Though sad to see Marie go, we are happy to announce that after spending two years working in the Human Resources department at the Department of Justice, **Nicole DiLorenzo** will be returning to Bishop Ireton.

West Springfield High School is sad to announce the retirement of **Beth Cohen**, Director of Student Services and have welcomed **Jennifer Ferrara** into this position. Welcome Jennifer!

Johns Hopkins University is excited to have **Zakaree Harris** join their admissions team. Zak is not new to PCACAC having worked with The George Washington University admissions staff and recognized as one of the Counselor of the Year recipients.



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**Become involved in PCACAC!**

**Contact a member of the Executive Board to find out how.**

## Advertise in *The Anchor*

Want to reach the PCACAC membership? Consider purchasing advertising space in a future issue of *The Anchor*. High-resolution, 300 dpi PDF, TIFF or JPEG ads that are in keeping with the PCACAC philosophy can be submitted to Joe Manning, [manninjp@jmu.edu](mailto:manninjp@jmu.edu).

Full Page	7.5" x 9"	\$200
Half Page	7.5" x 4.5"	\$100
Quarter Page	3.75" x 4.5"	\$75

## The Anchor Deadlines

<b>Late Fall</b>	Submission Deadline: Oct. 15 Online Publication Date: Dec. 1	<b>Summer</b>	Submission Deadline: May 15 Online Publication Date: July 1
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# Letters of appreciation

*Jeffrey Smith, Past-President & Chief Assembly Delegate; St. Mary's College of Maryland*

PCACAC would like to formally say farewell to John Casteen, President of the University of Virginia, and Betty Jones, Director of College Counseling at Norfolk Collegiate School. Both stalwarts of PCACAC, they retired from their positions this summer. The following letters were sent to the University of Virginia and Norfolk Collegiate School from PCACAC to honor their work and to have them recognized for their service to the association.

June 30, 2010

Scott Kennedy  
Headmaster  
Norfolk Collegiate School  
7336 Granby Street  
Norfolk, VA 23505

Dear Mr. Kennedy:

Greetings! The Potomac & Chesapeake Association for College Admission Counseling (PCACAC) is a 700+ member organization serving students and parents as they go through the college selection process. We have members representing high schools and colleges from Delaware, Maryland, Virginia, West Virginia, and the District of Columbia. Over the years, Betty Jones has been a valued member of PCACAC. Please have this letter serve as a thank you from the association for allowing Betty the opportunity to serve as a member of PCACAC and all that she has given to us.

I have been a member of PCACAC since 1987 and currently have the opportunity to serve as the association's President. I cannot remember a time as a member of PCACAC or serving on the Board of Directors that I didn't come into contact with Betty in some way. Be it with asking advice about how best to recruit in the Tidewater area for my institution, to serving with her on the PCACAC Board of Directors, to being on hand to see her receive the association's highest achievement award last April, the Richard Apperson Award.

She served many years on the PCACAC Admissions Practice (AP) Committee, which has the responsibility of looking to make sure that member institutions have high ethical standards in regards to the college search process. Betty would be the 'eyes and ears' of the association, making sure that we all put the needs of students and parents first. I'm sure that many of the traits that she put on display for PCACAC were also on display during her years at Norfolk Collegiate. I know that both PCACAC and Norfolk Collegiate have benefited from her service and will greatly miss her as she enters into retirement.

Again, thank you for letting us "borrow" Betty Jones as an excellent example of someone who truly loved her job and always gave her best effort to the students of Norfolk Collegiate and to PCACAC. We are both better institutions because of her.

Sincerely,

*Jeffrey E. Smith*

Jeffrey E. Smith  
Associate Director of Admissions  
St. Mary's College of Maryland  
PCACAC President

June 30, 2010

John Casteen III  
President  
University of Virginia  
P.O. Box 400224  
Charlottesville, VA 22904-4224

Dear Dr. Casteen:

Greetings! The Potomac & Chesapeake Association for College Admission Counseling (PCACAC) is a 700+ member organization serving students and parents as they go through the college selection process. We have members representing high schools and colleges from Delaware, Maryland, Virginia, West Virginia, and the District of Columbia. I have the honor of serving as President of PCACAC and I ask that you please accept this letter as a tribute for your years of service in leading the University and to thank you for allowing your Admission's Office to be a huge part of PCACAC.

To know that the flagship institution of the Commonwealth, for so many years, has been an integral part of this association makes the job of the President of PCACAC that much easier. Over the years, UVa has given time and energy to PCACAC such as John A. "Jack" Blackburn, serving as President of PCACAC in 1975-1976. In that time the University's commitment to PCACAC has grown, not just with members of the Admission's staff but with an example that could be shared with others to show how to help students and parents through a difficult college selection process. Programs such as "AccessUVa" have made the dream of a college education possible for many students who might not have thought that they could realize that dream. Current members of the Admission's staff serve as members of PCACAC and on the Board of Directors. And we were honored to bestow on Jack Blackburn and yourself the highest honor we have through PCACAC, the Richard Apperson Award.

Your 20 years at the helm of the University of Virginia, also serves as a fine example of the dedication and commitment that you have shown to students and parents as well as others in the educational field. I do not know if anyone can fill your shoes, but we will try to follow in your footsteps and continue to serve as you have. From everyone involved with the Potomac & Chesapeake Association for College Admission Counseling, I offer you congratulations on a storied professional career and good luck on your retirement. From what I have heard about you, I don't know if it is going to be a 'true' retirement. Maybe I should say good luck as you begin the next chapter in your life.

Sincerely,

*Jeffrey E. Smith*

Jeffrey E. Smith  
Associate Director of Admissions  
St. Mary's College of Maryland  
PCACAC President